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NEWS ADVISORY: *Immediate*

Never Miss the Action with 12fps Continuous Shooting[1], Full HD 60p/50p[2] recording on the New α57 from Sony

New Auto Portrait Framing uses face detection and the 'rule of thirds' to create professional looking pictures in both portrait and horizontal orientation

- ***High speed 12 fps shooting with full-time continuous autofocus (in Tele-zoom Continuous Advance Priority AE mode)***
- ***Full HD 60p/50p[2] video with full P/A/S/M control***
- ***World's first[3] Auto Portrait Framing***
- ***New high-resolution Tru-Finder™ with 100% coverage***
- ***15-point AF system with 3 cross sensors***
- ***Clear Image Zoom for detail-packed close-ups***
- ***16.1 effective megapixels Exmor™ APS HD CMOS sensor plus BIONZ processor***
- ***Extended sensitivity range ISO 100 – 16000***

(SINGAPORE, 13 MARCH 2012) – Sony's new α57 (SLT-A57) adopts the Translucent Mirror Technology, which directs incoming light to the CMOS image sensor and the AF sensor at the same time, allowing full-time continuous AF during both still and video shooting. Framing,

[1] In Tele-zoom High Speed Shooting, aperture is fixed at F3.5 or the maximum aperture of the lens in use, whichever is smaller. The image size of the photo will be 8.4 megapixels.
[2] Singapore uses 60p/50p (PAL) format.
[3] As of March 2012. Among interchangeable lens digital cameras.

focusing and real-time preview can be achieved on the high-resolution Tru-Finder™ that offers a wide viewing angle and 100% field of view. This allows photographers to capture exactly what they see on the screen.

Utilising the Translucent Mirror Technology, the α57 features 12fps Tele-zoom High Speed Shooting, high quality, high-sensitivity image performance, as well as full HD video recording (60p/50p[2]). The α57 also features various unique features such as Auto Portrait Framing, enabling anyone passionate about photography the opportunity to take amazingly sharp, vibrant images with every snap.

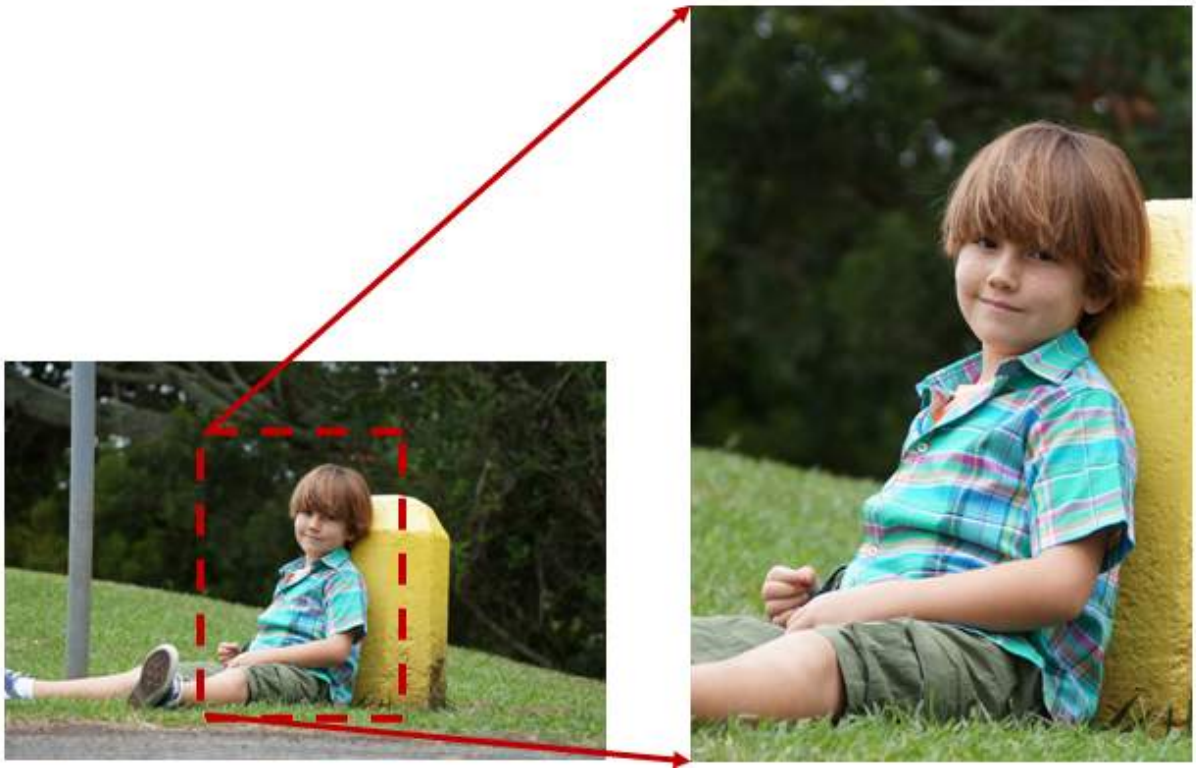
Cutting-Edge Functions Make it Easier to Capture Beautiful Professional Images

Sony's revolutionary Translucent Mirror Technology™ offers even greater performance in the α57 thanks to Tele-zoom Continuous Advance Priority AE mode, which gives a 1.4x magnification boost by cropping to a "close-up" in the centre of the image area, enabling continuous shooting of dynamic, impressive images at up to 12fps. This shooting mode also features sophisticated tracking technology that ensures subjects stay in focus whether they are at rest or moving about, delivering high-speed, class-above response, which makes the α57 perfect for sports and kids photography.

The α57 also lets you create powerfully expressive Full HD movies. Responsive full-time continuous phase detection AF ensures that moving subjects stay sharply focused, just like with still shooting. AVCHD (Ver. 2.0) Progressive compatibility means that Full HD resolution movies can be captured at up to high 60p/50p[2] (progressive) frame rate: ideal for capturing silk-smooth, blur-free action. 25p shooting is also selectable for giving your footage that rich, cinematic look. Movie-making options are enhanced further with full control over P/A/S/M shooting modes for virtually limitless creative expression.

Helping Beginners Shoot like Professionals

Portrait photographers will especially love Auto Portrait Framing; another world's first from Sony that helps users effectively compose scenes like a professional photographer by proposing alternative compositions, in addition to the original photo. The feature identifies the subject's face via face detection technology and automatically trims parts of the scene to create a well-balanced composition based on the time-tested rule of thirds. The Auto Portrait Framing also helps users effectively compose scenes by proposing alternative compositions.



(Left-Right): Photo with Auto Portrait Framing turned off; Photo with Auto Portrait Framing turned on

Cropped images will also maintain virtually all of their resolution thanks to Sony's proprietary By Pixel Super Resolution Technology, and copies of the cropped and original photos are saved giving users total freedom to edit their images later.

Get closer with Clear Image Zoom

The α57's Clear Image Zoom also enables users who are not quite ready to invest in expensive telephoto lenses to explore zoom photography with impressive results. Clear Image Zoom analyses every pixel in an image and optimally processes them in accordance with Sony's unique database, allowing users to achieve up to 2.0x zoom on a standard single focus lens with image quality that remains almost indistinguishable from an optical zoom lens.

Unparalleled Features, Performance and Design

Sony has also brought its acclaimed Tru-Finder electronic viewfinder technology to the α57 with an upgraded 1440k dot EVF that provides 100 percent field of view, exceptional clarity even in low light situations and -4.0 to +3.0 dioptre adjustment – rivalling quality optical viewfinders. Other professional features include Shot Result Preview and shading and

aberration compensation to minimise vignetting, lateral chromatic aberrations, and lens distortion.

In addition, there is a choice of selectable high-resolution information displays with a wide viewing-angle to help you shoot with confidence, including a digital level gauge and framing grid. Information can be displayed either in the Tru-Finder™ or on the angle-adjustable 7.5 cm (3.0-type) Xtra Fine LCD.

Showcasing a sophisticated design based on the recent α77 and α65, the α57 shares their sharply defined accents, gentler curves, and improved grip that firmly supports one's thumb for easier operation, creating a sense of luxurious quality and durability seldom found in a camera of this class. This ingenious design also simplifies operation, allowing all features to be controlled with ease.

Superior Technology Produces High Image Quality and Sensitivity

The α57 brings together a 16.1 mega pixel Exmor® APS HD CMOS sensor and the latest generation BIONZ™ engine by Sony to reproduce remarkably accurate images with extremely quick speed and stunningly low noise across a wide ISO 100–16,000 range. Meanwhile SteadyShot INSIDE image stabilisation delivers astonishingly blur-free images at shutter speeds approximately 2.5 to 4.5 stops lower than otherwise possible, enabling photographers to shoot excellent images when shooting indoors or in other low-light situations.

First time users will appreciate the Intelligent Auto mode on the α57, which automatically distinguishes shooting conditions, and the type of scene and subject, and adjusts settings accordingly including aperture, shutter speed, ISO sensitivity and white balance to deliver optimal results. Superior Auto mode goes a step further, automatically activating advanced functions such as Continuous Shooting, Auto HDR, or Handheld Twilight based on the scene and subject. Indicators tell the user what functions are being used, helping beginners learn what functions and settings are appropriate for different types of scenes.

"Sony continues to lead the way in developing new products that meet the needs of aspiring photographers who are passionate about their work, and the α57 is doing just that by bringing professional-class features and design elements to this fast growing group of users," said Mr Aoki Yosuke, General Manager, Personal Imaging & Sound, Sony Electronics Asia Pacific.

"Advanced features such as Tele-zoom Continuous Advance Priority AE and Clear Image Zoom let users explore their creative potential like never before at a price point that's tough to match."

A successor to the highly popular α55, the α57 is a new addition to Sony's α series that combines the sophisticated design of the α 65 with new shooting advances, making professional specifications affordable to price-conscious consumers who see price as a major obstacle to owning a good camera.

A range of optional accessories makes an ideal match for the α57. The battery-powered HVL-LE1 LED video light broadens options for recording video indoors or in low light. Ideal for active shooters, the ACC-FM1A accessory kit bundles a spare NP-FM500H rechargeable battery with the versatile LCS-AMB travel case that can be carried on a belt, over a shoulder or by hand.

Sony and the Environment

Sony is consistently engaged in a review of our manufacturing operations and business practices to ensure products are developed in an environmentally responsible manner. The α57 uses recycled plastic in its chassis (recycled material rate: 10%).

The α57 will be available in Asia Pacific at all Sony stores and authorised outlets from April 2012.

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Specifications Sheet

Key Features	**SLT-A57**
Type	Interchangeable lens digital camera with built-in flash
Lens Compatibility	Sony A-mount lenses. Operation also confirmed with Minolta and Konica Minolta AF lenses
Image Sensor	APS-C type (23.5 x15.6 mm), Exmor APS HD CMOS sensor with RGB primary colour filters
Processor	BIONZ™ image processor
ISO Sensitivity Range	AUTO (ISO 100 – 3200), ISO 100 – 16000 selectable, Multi Frame NR (extendable up to ISO 25600)
Image Quality Modes	RAW, RAW&JPEG, JPEG Fine, JPEG Standard
HDMI Connector and BRAVIA Sync	HDMI mini connector (Type-C), BRAVIA Sync (link menu), PhotoTV HD
Image Size: 3:2 (pixels)	L: 4912 x 3264 (16M) M: 3568 x 2368 (8.4M) S: 2448 x 1624 (4.0M)
HD movie record	Recording format: AVCHD 2.0 / MP4 Video compression: MPEG-4 AVC (H.264) Image size (pixels) (PAL): AVCHD: 1980x1080 (60p/50p[2] / 28M / PS, 50i / 24M / FX, 50i / 17M/FH, 25p / 24M / FX, 25p / 17M / FH), MP4: 1440x1080 (25fps / 12M), VGA: 640x480

	(25fps / 3M)
Electronic Viewfinder	SVGA 1.2 cm (0.46 type) electronic viewfinder (colour), Xtra Fine (1,440,000 dots effective resolution (when viewfinder magnification is set to maximum setting), with 100% frame coverage, five display modes and grid line display modes.
LCD	7.5 cm (3.0-type) wide type Xtra Fine LCD with 921k dot resolution; Tilt angle: downward 180 degrees. Rotation angle: leftward 270 degrees from position in which LCD is facing forward.
Other features	Face Detection, Auto Portrait Framing, Smile Shutter, Shooting Tips, Help Guide
Clear Image Zoom	Yes
Digital zoom	Smart Zoom, Digital Zoom
SteadyShot™ INSIDE	YES
Anti-dust System	Charge protection coating on low-pass filter and image-sensor shift mechanism
Focus Modes	AF/MF selectable. AF modes: Single-shot AF, Automatic AF, Continuous AF
Autofocus System	TTL 15-point phase detection AF system with 3 cross sensors
Exposure Modes	iAUTO, Flash Off, Superior Auto, Scene Selection, Sweep Panorama, 3D Sweep Panorama, Continuous Advance Priority AE, Movie, Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M)
Exposure Metering System	1200-zone evaluative metering
Exposure Metering Modes	Multi-segment, Centre-weighted, Spot
Scene Selection	Portrait, Landscape, Macro, Sports Action, Sunset, Night Portrait, Night View, Hand-held Twilight
Picture Effect	11 modes (15 effects): Posterization (Colour, B/W), Pop Colour, Retro Photo, Partial Colour (R,G,B,Y), High Contrast Monochrome, Toy Camera, Soft High-key, Soft Focus, HDR Painting, Rich-tone Monochrome, Miniature
Creative Style Settings	Standard, Vivid, Portrait , Landscape, Sunset, Black & White [Contrast (-3 to +3steps), Saturation (-3 to +3steps), Sharpness (-3 to +3steps)]
Sweep Panorama	YES (2D and 3D)
Auto HDR	YES (available in P/A/S/M modes)
Shutter Speed (stills)	1/4000-30sec, Bulb
Exposure Bracketing	1/3EV, 2/3EV increments, 3 frames
White Balance Settings	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent (Warm white/Cool White/Day white/Daylight), Flash, C. Temp 2500 to 9900K, C Filter G7 to M7, 15-step, Custom, AWB micro adjustment
Continuous Advance Shooting	Tele-zoom Continuous Advance Priority AE: Maximum 12 images per second Continuous Advance Priority AE: Maximum 10 images per second Continuous shooting: Hi: Maximum 8 frames per second / Lo: Maximum 3 frames per second Tele-zoom Continuous Advance Priority AE mode: Fine: 23 images, Standard: 25 images Continuous Advance Priority AE mode: Fine: 23 images, Standard: 27 images, RAW & JPEG: 18 images, RAW: 21 images Continuous shooting: Fine: 25 images, Standard: 29 images, RAW & JPEG: 19 images, RAW: 21 images
Approx. no. of Shots	Approx. 550 shots with Tru-Finder, approx. 590 shots with LCD monitor (CIPA standard)
Built-in Flash	Auto pop-up, GN10 (in metres at ISO 100), FOV coverage up to 18mm
Flash Modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync., Red-eye reduction (on/off selectable), Wireless*, Hi-Speed Sync.* * With external Flash HVL-F58AM, HVL-F56AM, HVL-F43AM, HVL-F42AM, HVL-F36AM Flash control (ADI flash/ Pre-flash TTL)
Media	Memory Stick PRO Duo / Memory Stick PRO-HG Duo; SD / SDHC / SDXC memory card
Dimensions (WxHxD)	Approx. 132.1 mm × 97.5 mm × 80.7 mm

Weight	Approx. 539g (body only) Approx. 618g (with battery and Memory Stick PRO Duo)

About Sony Electronics Asia Pacific Pte. Ltd.

Based in Singapore, Sony Electronics Asia Pacific Pte. Ltd. is a subsidiary of Sony Corporation. It serves as the regional management and marketing headquarters for Sony's consumer as well as broadcasting and professional products, overseeing Asia Pacific, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit www.sony-asia.com

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US$86.5 billion for the fiscal year ended March 31, 2011. Sony Global Web Site: http://www.sony.net/

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.